



APPLIES TO ACADEMIC YEAR 2004/2005

MRK 9831 Marketing Communication

Program

Bachelor's Program in International Marketing, Bachelor's Program in Market Communication, Bachelor's Program in Marketing, Bachelor's Program in Public Relations, Bachelor's Program in Retail Management

Responsible for the course

Bendik Samuelsen

Department

Marketing

Term

According to study plan

ECTS Credits

6

Objective

The course's main objectives are to give the students a broad introduction into communication as a marketing tool, as well as an introduction into different communication theories. The course focuses on mass communication as well as interpersonal communication, communication between departments and between companies. Further, the students will gain knowledge about advertisers and their relationship with advertising agencies as well as other actors in the advertising industry. The student will during the course gain knowledge about how an advertiser and an advertising agency plan their communication strategies, and explain the terms of advertising design. Special emphasis will be put on a company's use of communication instruments and to create an understanding for the fact that different modes of communication may produce different results for the company.

Prerequisites

No particular prerequisites are required.

Compulsory literature

Blindheim, Trond: "Hvorfor kjøper vi? Om forbruk og reklame", Abstrakt Forlag, 2003
Helgesen, Thorolf. 2000. *Markedskommunikasjon: prinsipper for effektiv informasjon og påvirkning*. 5. utg. Oslo: Cappelen akademisk forlag.

Recommended literature

Blindheim, Trond og Gunnar Sætrang. 1997. *Premisser for påvirkning*. Oslo: Cappelen akademisk forlag.
Rosendahl, Tom og Rune Bjerke. 2000. *Reklame over alle grenser: tverrkulturell markedskommunikasjon*. Oslo: Cappelen akademisk forlag.

Course outline

1. The practical reality and the theoretical approach
2. Psychological, sociological and economic views on marketing communication
3. Communication planning and communication strategy
4. Adaptation vs development of advertising
5. Advertising message, creativity and design
6. Choice of media, use of media and interactive electronic networks
7. Measuring communication effects
8. Advertising and society

Computer-based tools

Computer tools are not necessary in this course.

Course structure

36 hours of lectures, cases and group work. Practical exercises will be handed out at the beginning of the course, which can be solved individually or in a group.

Course Structure Distance Education

At the beginning of the course and before the exams there will be arranged intensive lessons.

Distance Education also has a guideline as a supplement to the required reading. The guideline contains information on the study program, progress plan, and exercises and proposed solutions. Guidance via the Internet contains subject pages and group discussions. The course participants are given the opportunity to hand in voluntary assignments for evaluation.

Evaluation

The course ends with a 72-hour take-home examination to be performed individually or by groups of up to three students.

Evaluation code(s)

MRK 98312 - take-home exam, which accounts for 100% of the grade in MRK 9831 Marketing Communication, 6 ECTS credits.

Aids at the examination

All aids are allowed.

Makeup exam

A makeup exam is held in every term.